

**- CLAIM -**

What is claimed is:

1) A vehicle license plate holder assembly with roadside assistance request mechanism comprising:

a vehicle mountable housing assembly having a back lighted "HELP" sign and a pivoting license plate bracket having two pivoting arms each pivotally connected at a housing connection end to the vehicle mountable housing assembly and pivotally connected at a support plate connecting end to a side of a license plate support plate adapted such that the license plate support plate is movable between a "HELP" sign covering position and a "HELP" sign revealing position;

the license plate support plate having license plate attachment apertures for allowing attachment thereto of a vehicle license plate;

the back lighted "HELP" sign including a light source that is operable in either a continuous or a blinking mode.